

ARDEN TURANGAN

Dallas, TX (Open to Relocation) | Cell: +1 (214) 783-7848 | ardenturangan@gmail.com

WORK EXPERIENCE

Market Strategy Consultant

May 2025 – Present

Tonik Digital Bank

Manila, PH

- Led Tonik’s first omnichannel campaign (PamaskoLoan) and built go-to-market function from scratch; wrote all production briefs and scripts, coordinated in-store activations with 4 retail partners, and organized community events across several Philippine regions – in-store loan applications tripled, engagement up 4.5x.
- Built a repeatable AI-powered competitive intel process using Claude; identified a competitor pricing gap that led directly to a new product launch (8%-time deposit at ₱5k minimum vs. competitor’s ₱1M minimum).
- Developed integrated performance dashboards leveraging Google Analytics, Search Console, and Meta Business Suite; achieved 97% increases in organic reach and a 12% lift in brand-related search volume.
- Designed and administered consumer surveys across 200+ respondents in several regions; findings (68% felt banks weren’t built for them, 44% discovered products via community) directly informed a shift in messaging strategy.

Business Operations Lead

Jul 2024 – Apr 2025

Alfalfa

Los Angeles, CA

- Designed a multi-location expansion playbook, standardizing kitchen protocols, staffing ratios, vendor sourcing, and FOH/BOH workflows – documented in Notion as a repeatable system for new locations.
- Built a consolidated tracking system to monitor key operational metrics (labor efficiency, cost of goods, waste percentages, sales volume), and leveraged data insights to help drive an 8% reduction in procurement costs.
- Formalized Alfalfa’s pop-up and collaboration program; turned community events into a tool for market testing.

Investment Services Associate

Sep 2023 – Mar 2024

Charles Schwab; Internship

Austin, TX

- Evaluated market trends and investment opportunities, contributed to a quarterly equity and options trading report, and collaborated with financial advisors to refine tax strategies and portfolio adjustments.
- Assisted 200+ clients during the TD Ameritrade integration, earning a 5-star average rating and receiving the “Excellence in Client Engagement” award for outstanding service quality and customer satisfaction.

Junior Pricing Analyst

May 2023 – Aug 2023

BNSF Railway Company; Internship

Dallas, TX

- Aided in the modernization of a legacy zone-based pricing model to mileage-based – recalibrated hundreds of contracts, validated new rates, and built financial models stress-testing cost structures (fuel, labor, track maintenance) against new pricing logic.
- Audited \$20M in contracts, identified and resolved \$3M in billing discrepancies; built recurring Excel reports on pricing trends, volume variances, and yield performance for management review.

EDUCATION

The University of Texas at Austin – B.A., Business Economics, Finance

2020 – 2024

Honors: Magna Cum Laude, Dean’s Honor List (2020 – 2024), Economics Honor Society Academic Mentor

Activities: Texas Economics Association, Texas Global Scholars, Asian Business Student Association

Università Bocconi (Student Exchange Program) – Milan, IT

Jun 2022 – Jan 2023

Concentration in Business Strategy, Economics, and Managerial Accounting

SKILLS AND CERTIFICATES

Languages: English (fluent); Bahasa Indonesia (fluent)

AI & Tools: Claude (daily – competitive intel, research synthesis, content workflows), Canva, Microsoft Office Suite (Excel, PowerPoint, Word), CapCut, Notion, Meta Business Suite, Adobe Photoshop

Analytics: Google Analytics, Google Search Console, Toast POS

Certificates: Corporate Strategy & Leadership (London University); Applied Behavioral Finance (Duke University); Financial Regulation in Emerging Markets (University of Cape Town)